

Dear FCC,

As a media consumer, I oppose the non-identification of government "video news releases" (VNRs) when aired by broadcast licensees and cable operators. These entities must clearly disclose the source of these publicly financed "news reports" as a matter of the public trust and let the public decide for itself how to interpret the content of a VNR after its origin is made known.

I do not see how truth in sourcing these press releases could possibly hamper editorial decision-making in newsrooms. We now require funding disclosure and candidate endorsement statements in political campaign ads; the least we can do in this instance is to require our media outlets to clearly let the general public know that a VNR is a VNR.

Thank you,

Victor Davis